

**The RDCK Areas A, B, C and the Town of Creston are pleased to announce preparation of a joint application to Destination BC’s 2018 Co-operative Marketing Partnerships Program.**

This Destination BC (DBC) program “provides co-operative marketing and promotion support to regional destination marketing organizations, community consortiums... and paired communities in British Columbia.”

 **How Is this different from existing tourism marketing activities in my community?**

While each community will continue their own tourism marketing activities, this proposed initiative will support marketing for the whole *Creston Valley-Kootenay Lake area*, complimenting and enhancing each community’s tourism marketing activities.

Most importantly by participating in the program **Destination BC will match the proposed \$20,000.00 funding from the four community partners of the Creston Valley-Kootenay Lake area**, doubling the marketing budget.

<b>\$20,000</b>	+	<b>\$20,000</b>	=	<b>\$40,000</b>
RDCK Areas A, B, C, and Town of Creston		Destination BC		Marketing Budget

 **What types of marketing activities are funded by this program?**

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| <ul style="list-style-type: none"> <li>- <b>Online Marketing</b> – web, social media, search engine optimization</li> <li>- <b>Paid Advertising</b> - print, radio, television, online</li> <li>- <b>Print/Online Collateral</b> - maps, brochures, rack cards, guides</li> </ul> | <ul style="list-style-type: none"> <li>- <b>Brand Alignment with DBC</b></li> <li>- <b>Consumer-focused Asset Development</b><br/>Writing, photography, video content</li> <li>- <b>Market Research</b></li> <li>- <b>Consumer Shows</b></li> <li>- <b>Travel Media relations</b></li> </ul> |
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 **How will this benefit me, my organization, or business?**

Businesses and communities have limited marketing funding or resources. By collaborating together in this program, the communities of the Creston Valley-Kootenay Lake area will significantly increase their marketing budgets and therefore their ability to reach potential visitors.

This in turn allows us to effectively reach target audiences, showcase what the area has to offer visitors, develop resources that increase visitor length of stay, and thereby increasing tourism revenues for all tourism businesses and organizations in the area.

## **Inviting applications to the CVKL Tourism Advisory Committee**

We're also inviting interested tourism stakeholders to join the *Creston Valley-Kootenay Lake Tourism Advisory Working Committee* for October and November 2017.

This committee will give feedback, advice, and direction in the development of the program application to DBC, due November 30<sup>th</sup>, 2017. Should the program application be successful, this committee will then be invited to oversee the project's launch and implementation over 1.5 year term until April 2019.

While the committee is open to all applicants, to ensure a broad range of interests are represented, we are specifically seeking participants from the following key sectors:

- **Accommodations (Hotels, B&Bs)**
- **Agri-tourism (Wineries, Farms)**
- **Artisans & Arts Organizations**
- **Attractions (Golf, Ski)**
- **Campgrounds & RV Parks**
- **Community Recreation & Trail Groups**
- **Event Organizations**
- **Education & Employment Organizations**
- **Food, Beverage, and Retail Businesses**
- **Tourism Guides and Outfitter**

## **Application Process & Important Dates**

Interested applicants are invited to apply to Jesse Willicome, *Creston Area Community Initiatives Consultant* by phone or email. Applicants will receive a brief **committee application questionnaire** detailing your past tourism experience, skills, and contact information.

The questionnaire needs to be completed and returned by **September 28<sup>th</sup>, 2017**. Following this, short-listed applicants will be contacted and invited to **the first meet-and greet on October 5<sup>th</sup> at 6:00 PM**.

## **I'm interested, and want more Information?**

For more information about the *Co-operative Marketing Partnership Program*, please visit Destination BC's website at:

<http://www.destinationbc.ca/Programs/Regions-Communities-and-Sectors/Destination-BC-Co-op-Marketing-Program.aspx>

If you have any other questions or comments, feel free to speak with Jesse Willicome, *Creston Area Community Initiatives Consultant* by email at [j.willicome@gmail.com](mailto:j.willicome@gmail.com) or by phone at (250) 402-3030.

Thank you again for your continued passion and interest in supporting tourism in our area. I look forward to hearing from you soon!